



Request for Services (RFS)

The Volunteer Center is looking to hire outside expertise in the areas of communications, marketing and branding. The information below is to assist interested parties in preparing and submitting a response and quote for services.

Project Name: **Communications, Marketing and Branding**
Nonprofit Name: **The Volunteer Center South Bay-Harbor-Long Beach**
Website: www.volcenter.org
Address: **1230 Cravens Avenue, Torrance, CA 90501**
Procurement Contact: **Sara Myers, President/CEO**
Telephone: **(310) 212-5009 x216**
Email Address: sara@volcenter.org

1. BACKGROUND/INTRODUCTION:

The Volunteer Center (Center) is a nonprofit 501c-3 organization founded in the early 1960s with headquarters located in Torrance. The Volunteer Center has updated its strategic plan, mission, vision and values and is now looking for a marketing and communications partner to boost its marketing presence with the goal of bringing new funding and more awareness to the Center.

2. CURRENT NEED:

The Volunteer Center needs a marketing/communications firm or independent consultant to promote and market the Center activities to potential funders, stakeholders, the media, and the community at large.

The goal is to have a marketing partner create exceptional communication materials that tell an engaging story so that our community views the center positively, understand the impact of the support the Center receives, desires to sign up for programs, feels appreciated, and remains engaged with our organization.

To achieve this, the Center would like the selected partner to create a robust communication plan including a strong story of who we are and why we need support that can be tailored to several different communication tools and then we would like the partner to train the Board and train Volunteer Center staff so that the organization understands the approach and the organization is equipped to continue to implement and evaluate these communication improvements on an ongoing basis.

2. PROJECT SCOPE:

Specifically, the Volunteer Center would like the following:

- ♥ Updated language that clearly explains the Center's purpose and programs that can be easily adapted to multiple communication tools (grant proposals, website, board training guides, social media, press releases etc.) as needed.
- ♥ A revamped website that is much simpler and more user-friendly, hosted on a new user platform with easy updating capabilities.
- ♥ Re-energized media relations including updated templates, stronger relationships with local press and at least one major Spring press event surrounding a major milestone for the Food For Kids program.
- ♥ Improved program marketing with a much broader outreach including new channels to attract participants.
- ♥ An updated manageable social media plan that includes post frequency, platforms and content.

Important Note! This project is specifically focused on expansion and implementation. The Center is not interested going back and revisiting its strategic planning process, organization name, tagline, logos or branding. The mission, vision, values and logos are all set and the Board is not interested in rebranding. Instead, the Volunteer Center staff needs a boost to help update, re-packaged and clearly communicate the Center and its purpose and benefits to target

audiences. The Center expects that its staff will own and easily update and maintain all of the materials, process and platforms received from this agreement, after the contract is over.

3. EXPECTED DELIVERABLES:

The Volunteer Center is looking for the following specific tasks and deliverables:

- ♥ Provide the Center with updated, clear and engaging descriptions/explanations of its purpose, programs and community benefits, to be used as template language in a variety of communications and donor requests.
- ♥ An updated website with a majority of polled supporters expressing satisfaction with online donation process
- ♥ Provide recommendations for improved communications with supporters (such as Monthly eNewsletter, periodic print updates, annual reports, etc.)
- ♥ Develop a process for quarterly press events including goals, key messages, media advisory templates, press lists, press kits, etc.
- ♥ Manage a media event using updated process with 2-3 media outlets in attendance, and at least one online or print media article covering the event.
- ♥ Advise the staff and board of ways to improve the program-related marketing plan including template flyer materials that are easy to update on an ongoing basis including format, forms, new target distribution channels with the goal doubling the current number of sign-ups.
- ♥ Create a manageable social media plan including content, schedule, graphics and monthly targets for the Volunteer Center staff to implement with the goal of moving from 1,774 Facebook page likes to 2,000 and 1,213 Instagram followers to 1,500 before June 30, 2021.
- ♥ Training for staff to use the new tools and processes
- ♥ Review the Center's style guide (example: colors, fonts, sizes, themes) and make recommendations for manageable improvements.

4. TARGET AUDIENCE:

The VC wishes to reach **existing and potential donors, major funders**, local community members, teen and family program participants and corporate and foundation funders.

5. ANTICIPATED SELECTION SCHEDULE:

RFP Distributed: **April 30, 2021**

Proposals Due to Volunteer Center: **Monday, May 24, 2021 9:30 a.m.**

Consultant Interviews: **May 26 – June 3**

Selection and Notification: **Week of June 7**

6. TIME AND PLACE OF SUBMISSION OF PROPOSALS:

Respondents to this RFP should email submissions to sara@volcenter.org with the subject line: "RFS - Marketing."

7. TO EXPRESS INTEREST:

To express interest in this Request for Services, please at a minimum, respond with the following elements:

- A proposed timeline with planned milestones, tasks, due dates
- A quote in the form of a monthly retainer, or project-based quote with a top maximum price for all deliverables (Center will cover paper, printing, web hosting, constant contact, etc. separately, but if known, please include estimates)
- Background and experience for the firm and/or independent consultant who will be the lead on this project
- A brief email response (no longer than two pages) outlining the applicants' strengths, experience, expertise and distinguishing skills or capabilities as they might relate to this project
- A list of nonprofit clients that can be contacted as references